



Room Information

Make your room reservation by calling The Lodge of Four Seasons at 1-800-843-5253.

Please ask for the conference room rate \$88 plus tax.

Upgrade to a Luxury condominium

- 2 Bedroom Condo \$264 plus tax
- 3 Bedroom Condo \$264 plus tax

Program Advertising

The 2005 Governor's Conference program offers you an opportunity to make a big impression with a small investment!

- More than 500 conference attendees will see your company's ad in a program they will refer to throughout the conference.
- Your program advertisement helps to support this worthy conference for the development of new and existing businesses across the state.

Program Advertising Rates

Full Page	\$500	8 1/4" x 10 3/4"
Half Page	\$300	5 1/4" x 8 1/4"
Fourth Page	\$175	5 1/4" x 4"

Reserve space by: Friday, April 22

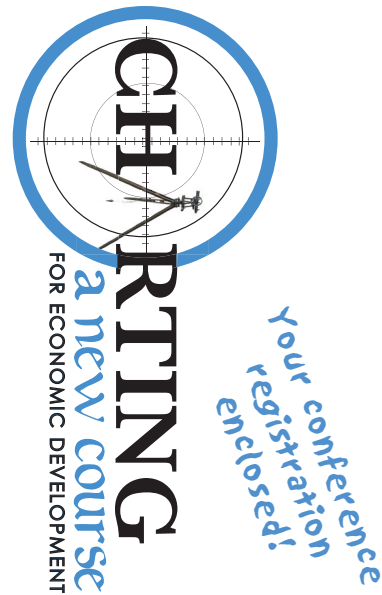
Production Requirements

- Camera-Ready Art Required
- No Bleeds

Submit ads by: Friday, April 29

For more information about this conference go to:

www.ded.mo.gov/govconf/index.htm
or www.showme.org/registration/



MISSOURI
DEPARTMENT OF ECONOMIC DEVELOPMENT
P.O. Box 1482, Jefferson City, MO 65110



47th Annual Governor's Business Development Conference & Missouri Economic Development Council's Spring Conference

June 1-3, 2005

*The Lodge of Four Seasons
Lake of the Ozarks*

Pre-Sorted
First Class Mail
U.S. Postage Mail
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Jefferson City, MO
Permit No. 266

MISSOURI
DEPARTMENT OF ECONOMIC DEVELOPMENT

MEDC
What A Way To Grow

2005 MEDC Spring Conference

Wednesday, June 1, 2005

noon Awards Luncheon
1:45 p.m. Best Practices for Economic Development Organizations
Speaker: Irv Jensen, Smart Solutions Group, Des Moines, Iowa

3:15 p.m. BREAK
3:30-4:30 p.m. URBAN Roundtable
RURAL Roundtable

5:00 p.m. Reception
6:00 p.m. Casino Dinner Party
Casino Gaming from 7-9 p.m.
Prize Drawing - 9 p.m.
9:30-midnight MEDC Hospitality Suite



Thursday, June 2, 2005

7:45 a.m. Full Buffet Breakfast and District Caucuses
8:45 a.m. Annual Business Meeting
Elect officers for the organization, vote on bylaws change and learn about MEDC
10:00 a.m. BREAK
10:15 a.m. How Communities are Using Missouri LocationOne as an Effective Marketing Tool
11:45 a.m. ADJOURN

MEDC EDUCATIONAL SESSIONS

The Spring Conference lineup includes the following sessions.

- Best Practices for Economic Development Organizations
Speaker: Irv Jensen, Smart Solutions Group, Des Moines, Iowa
Overview – Economic development is a highly competitive business. Thousands of economic development organizations throughout the country are competing for just a few hundred new investments each year. As a result of this competitive environment, development groups in communities of all sizes are forced to compete more aggressively and innovatively to attract and retain business investments. A benchmark study was conducted by the Smart Solutions Group to identify “best practices” and “innovative trends” among successful economic development organizations in communities with less than 15,000 population. This session will reveal the results of the study and will demonstrate that successful programs were guided by best practices.
- How Communities are Using Missouri LocationOne as an Effective Marketing Tool
Speakers: Tom Lesnick, St. Joseph (Urban); Jane Hood, Mt. Vernon (Rural); Lori Becklenberg, MODED (State)
Overview – Some communities have taken Missouri LocationOne to the next level by using it to effectively market their community. Learn how these organizations are using the tool and the successes they have garnered from these activities. You will also hear from the Missouri Department of Economic Development on how they are utilizing Missouri LocationOne and how they are responding to businesses and consultants requesting site and building information.
- Rural and Urban Roundtables – Receive up-to-date information, discuss concerns and challenges, network with fellow professionals across the state.

MEDC SPECIAL EVENTS

Other activities include the district caucus meetings, annual business meeting and election of officers, awards luncheon and casino party. Members and non-members are encouraged to attend!

Governor’s Business Development Conference

Tentative Agenda

Thursday, June 2, 2005

12:00-2:00 p.m. Opening Keynote Luncheon
Herb Cohen, motivational speaker, negotiator and best-selling author of You Can Negotiate Anything
2:00-2:45 p.m. Town Hall Meeting
Greg Steinhoff, director, Department of Economic Development
2:45-3:00 p.m. Break
3:00-4:30 p.m. Concurrent Sessions
Track One: “Development Financing: Navigating the Course Through Statutory Authorities”
Track Two: “Labor Studies”
Track Three: “Putting Your Best Foot Forward With Public Relations and Research”
4:30-4:45 p.m. Break
4:45-5:45 p.m. General Session (Legislative Update)
6:00-9:00 p.m. Evening Reception

Friday, June 3, 2005

7:30-8:30 a.m. Continental Breakfast
9:00-10:00 a.m. General Session: Sparking the Entrepreneurial Spirit
10:00-10:30 a.m. Break
10:30-11:30 a.m. Panel Discussion: Missouri Industry Spotlight
12:00-2:00 p.m. Governor’s Awards Luncheon

General Session: Sparking the Entrepreneurial Spirit

Frequently the help that budding entrepreneurs need to develop a successful business is right at their fingertips, if only they knew what support was available. At this panel discussion, several of Missouri’s experts on entrepreneurship will share tips on what works and how you can start your own business. They will share some proven approaches, the importance of networking and how to overcome obstacles.

Panel Discussion: Missouri Industry Spotlight

Hear more about some of Missouri’s top industries from leaders in the field! This session will offer first-hand accounts from some of the state’s best in the areas of information technology, biotechnology and manufacturing. Learn why the company or organization has chosen to remain and expand in Missouri, what factors have led to their success, what advice they’d give to other budding companies and how they see the future of the business landscape in the Show-Me State.

Keynote Luncheon, Thursday, June 2
Herb Cohen, Negotiator

Considered the world’s greatest dealmaker, Herb Cohen has been a practicing negotiator for the past four decades, intimately involved in some of the world’s headline dramas from hostile corporate takeovers to hostage negotiations. As a result of his extensive experience and unique presentation style, Cohen is internationally renowned as someone who can articulate and explain the complexities of selling and negotiations.



While serving as an advisor to Presidents Jimmy Carter and Ronald Reagan on combating terrorism, Cohen was involved in the Iranian hostage crisis and credited with helping shape the U.S. government’s response to the hijacking of TWA Flight 847. More recently, the White House has sought his input and advice on a myriad of problems from domestic political strategy to the plague of international terrorism. With his classic bestseller, You Can Negotiate Anything, Cohen has provided crucial negotiating tools to millions of people. Bringing his vast knowledge and unique negotiating experiences to the podium, Cohen teaches audiences powerful yet subtle negotiating techniques to help in every business, career or relationship. With humor and dramatic flair, he presents serious situations in an entertaining and useful way.

Registration

Register by using this form or going to MEDC’s Web site:
http://www.showme.org/registration/

\$120 MEDC only
\$150 Governor’s Conference only
\$240 Both

Or attend DED individual functions: Additional MEDC tickets

DED Conference Sessions only (\$40) for spouse/guest:
DED Keynote Luncheon (\$30) MEDC Dinner Party (\$45)
DED Evening Reception (\$45) MEDC Awards Luncheon (\$25)
DED Continental Breakfast (\$20)
DED Closing Awards Luncheon (\$30)

Either charge my registration to:

VISA Account #
Master Card Expiration Date Security Pin #
American Name on Card (Print)
Express Signature

Or:

I have enclosed a check in the amount of: \$. Please make checks payable to: Missouri Community Betterment Educational Fund, Inc.

Return this form with your check for registration and meals to:
MEDC & DED Conference, P.O. Box 1482, Jefferson City, MO 65110.

Questions: MEDC, Pat Amick (573) 636-7383
Governor’s Conference, Becky Verslues (573) 751-2741 FAX (573) 751-0147

Name (Please type)		Organization
Street Address		
City	State	Zip Code
Phone	FAX	E-mail

Return this form to Missouri Community Betterment Educational Fund Inc. with payment for each attendee’s fee. The all-inclusive price covers the cost of the conference activities on June 1 - 3. Hotel lodging costs are separate and are the responsibility of the attendees. The hotel room reservation telephone number has been included for your convenience. The cut-off date for room reservations is Friday, April 29, 2005. Note: Session attendees must pay the \$40 registration fee even if they do not plan to attend any of the meal functions. Spouses or guests not attending the conference sessions, but participating in the meal functions, do not need to pay a registration fee. Persons who register at the door will be charged a \$15 late fee. All reservations must be received in the office by noon, Friday, May 27, 2005. No refunds will be made after that time. However, reservations are transferable, and substitutions at any time are allowed and recommended. Refunds must be requested in writing before the conference and will be mailed after the conference. A \$10 cancellation fee will be deducted. Missouri Community Betterment Educational Fund Inc. is a not-for-profit corporation and does not assume any liability for any injuries to persons or property that might arise out of, or during, the course of the Governor’s Business Development Conference, or any activities carried on by private groups during the conference. Registration at the conference constitutes a release of Missouri Community Betterment Educational Fund Inc. from any and all claims registrant may have against said corporation in connection with said conference.